

**I CLAIM**

1. In a wireless telephony device including a microphone, a modulator, and an RF amplifier, the device serving to receive audio and transmit an RF signal conveying audio modulation, an improvement comprising an optical sensor having plural sensing elements and producing image signals, and a lens for imaging an object onto the sensor.  
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2. The device of claim 1 that further includes decoder circuitry for decoding plural bit information steganographically conveyed by the object.
- 10 3. An apparatus including:  
a wireless telephony device including a microphone, a modulator, a display screen, and an RF amplifier, the device serving to receive audio and transmit an RF signal representing a user's voice;  
an image capture device including an optical sensor having plural sensing elements, and a  
15 lens for imaging an object onto the sensor;  
wherein the screen of the telephony device is used to present image data originating from the image capture device.
- 20 4. The apparatus of claim 3 in which the wireless telephone device includes processing circuitry, and the same processing circuitry serves to process data from the image capture device for display by the display screen.
5. The apparatus of claim 4 in which the processing circuitry comprises a CPU.
- 25 6. A method of initiating purchase of an item by a consumer, comprising:  
step for optically identifying a desired item; and  
step for communicating an identity of said item to a remote computer.